Advertising Age

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High Life execs quit at Miller

MILWAUKEE—Two Miller Brewing Co. executives with responsibility for troubled High Life beer resigned last week as the review of the brand's advertising continued.

The first to leave was vp-brand management William Catlin, who resigned on July 19. No reason for the resignation or Mr. Catlin's future plans were given.

The following day, Miller announced the resignation of High Life brand manager Douglas Rogers. Again, no reason was given for his departure.

Succeeding Mr. Catlin as vp-brand management is Robert Toledo, formerly group product director. He reports to Miller president-ceo William Howell. No successor to Mr. Rogers was named.

Alan Easton, Miller's vp-corporate affairs, said the resignations had "no direct bearing on our continuing efforts to develop alternative advertising for Miller High Life that may result in a change of agencies."

Speculation increased last week

(Continued on Page 86)

For those big odors

Airwick Industries, Totowa, N.J., is using 15-second tv spots in a campaign for Stick Ups air fresheners breaking this week. They will be paired with commercials for other brands marketed by parent Ciba-Geigy Corp. The spots feature giant props to dramatize some of the biggest household odor problems. In each case, the item representing a big odor is brought down to regular size when the people "Stick it to 'em with Stick Ups." Bloom Agency, New York, created the spots.

Also: Atari, Weight Watchers items

Polaroid loss staggers DDB

By GAY JERVEY and BRIAN MORAN

In perhaps the darkest week of what has been a trying year for Doyle Dane Bernbach, the agency watched, almost helplessly, last week while two high-tech clients, Polaroid and Atari videogames, pushed bad-news buttons: Each client, representing a combined $40 million in billings, is pulling out of DDB.

Polaroid is taking away from DDB all but its international and professional/industrial advertising. The domestic consumer amateur photo products business, worth an estimated $30 million, is going to Ally & Gargano, New York.

On July 20, Polaroid chairman William McCune and chief operating officer I.M. Booth visited DDB International chairman Joseph Daly, one of the early account men on Polaroid, to tell him of the loss, nearly 30 years to the day the two companies first shook hands.

Ally & Gargano is already agency for Polaroid's PerfectData floppy discs account. Ogilvy & Mather handles Polaroid's video products line.

Atari, which was sold July 2 by Warner Communications to former Commodore Computer chairman Jack Tramiel, has reportedly told DDB it will concentrate its ads on Atari computers and will phase out its $10 million videogame budget. Wells, Rich, Greene, New York, which handles the $8 million Atari computer account, is expected to keep that business, although reports persist that Mr. Tramiel may throw that or other assignments to Ally & Gargano. Atari insiders report a firm decision will be announced July 24.

In a separate development, H.J. Heinz last week pulled its Weight Watchers ice cream, bread, fruit

(Continued on Page 86)

Block, W-L cold-fighters bow

By NANCY GIGES

Block Drug and Warner-Lambert are joining Pennwalt in introducing new cough/cold remedies for next season (AA, July 19), guaranteeing another year of heavy advertising expenditures.

In a category already crowded with entries from major marketers such as Johnson & Johnson, Bristol-Myers, A.H. Robins Inc., American Home Products and SmithKline Beckman, Block Drug is introducing an extra-thick liquid, called Efficol Cough Whip, while Warner-Lambert is rolling out Mediquell chewy cough squares.

The category is a new one for Block, best known for its entries in denture care and medicated shampoos. Although W-L already has cough/cold products under the Halls, Benylin and Sinutab names, with Mediquell it is aiming to create a new segment, positioning its cough tablet as more competitive to syrups than cough drops.

For Pennwalt, the introduction of Cold Factor 12 extends its growing list of products using a patented time-release delivery system.

Aimed especially at children, Block's Efficol is whipped into a pudding-like consistency to prevent spills and comes in banana bubble gum flavor. The product is available in three types: Cough suppressant/expectorant, cough suppressant/decongestant and cough suppressant/decongestant/antihistamine.

Ad spending, at a $12.7 million annual rate, breaks Oct. 15. During the season, Block's actual spending on

(Continued on Page 88)

Coke may tap Bates for agency-juggling act

By NANCY GIGES

Coca-Cola USA, in a move suggesting broad implications for the future of its agency lineup, is strongly considering switching Fresca diet soft drink from McDonald & Little, Atlanta, to parent Ted Bates Advertising/New York.

A Coca-Cola spokesman at first confirmed the reassignment but later said discussions are still going on. He pointed out that both agencies have been working on creative for the relaunch of ailing

(Continued on Page 86)

last minute news

Marsteller special-markets unit reorganized

CHICAGO—Marsteller Inc. has reorganized its Marsteller Special Markets Group, giving the unit more autonomy. It now has its own creative and media departments reporting to James Head, who remains the unit's director-special markets, and becomes a senior vp from group vp. The Marsteller unit specializes in business-to-business and retail accounts. It has about 25 employes serving 23 clients.

Kriemelman to head RKO Radio sales

NEW YORK—Arthur Kriemelman will resign on Aug. 1 as president of the Radio Network Assn. to become head of sales for RKO Radio Networks. That GenCorp unit currently is steeped in a $4 million overbilling scandal (AA, July 9). Mr. Kriemelman fills the spot vacated by Kevin Lyons, now head of sales for Lifetime cable network.

(Continued on Page 8)

NEWSPAPER

How bad is ad

zal

AA DC2001&CONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

ABC draws fire; CBS leads ratings

Nets make news in S.F.

By DIANE MERMIGAS

The three tv networks knew they weren't likely to find big stories at last week's Democratic national convention: Walter Mondale was the virtually assured nominee and Geraldine Ferraro already was a household name before the show began. Still, the networks made some news themselves:

- ABC's decision to abort its live coverage of the convention July 17 in favor of entertainment programing prompted more viewer reaction than any other aspect of e network's performance.
- CBS appeared to be the nal ratings winner in commonne convention coverage, alough ratings were down over-all. ose ratings slumped despite the fact that the networks continued their trend away from gavel-to-gavel coverage. At press time, it appeared CBS and ABC were battling for the over-all convention coverage ratings lead.
- Despite lower ratings, and despite the cost of covering conventions, the networks' had some good financial news. Ad revenues were expected to be up a third over four years ago.
- Overlong speeches from the podium forced the networks not to run some commercials, opening up the likelihood of make-goods during next month's Republican convention in Dallas.
- ABC executives called their decision to preempt July 17 coverage with 20 minutes of a "Hart to Hart" rerun "the shape of things to come."

"If there's no news being generated, we're not obliged to cover it," declared David Burke, ABC News vp. "It was purely a news judgment. We were informed Jesse Jackson's speech had been pushed back an hour.

"We don't feel the need to have our anchors, reporters and producers running around the floor like crazy people trying to justify their expense accounts if there's nothing going on," Mr. Burke said. "The other networks will be doing the same thing we did four years from now."

The fact that only 20 minutes or so of "Hart to Hart" aired before ABC jumped back into live coverage prompted outraged viewers to light up the network's switchboards. ABC News officials

(Continued on Page 84)

BEST COPY AVAILABLE

Dairy board makes picks

At D'Arcy, it's milk & money

By JANET NEIMAN

CHICAGO—D'Arcy MacManus Masius was the big winner in the National Dairy Promotion & Research Board contest, which ended last week when the board named the Dairy Promotion Federation Assn., an industry organization, to handle an eight-month, $50.6 million advertising program.

D'Arcy and three other federation agencies—Foote, Cone & Belding; McCann-Erickson, and Vickers & Benson/TBWA—will share the wealth of the campaign by conducting the federation's network tv and magazine campaigns between Sept. 1 and April 30, 1985.

The campaigns will begin with existing creative work from the four federation member organizations: United Dairy Industry Assn., California Milk Advisory Board and the Oregon and Washington state dairy commissions.

The program allocates about $24 million for advertising cheese, $17 million for advertising fluid milk and $7 million for advertising butter. Another $3 million will go to a new campaign promoting the health benefits of calcium.

About 85% of the total will go to UDIA, and about 15% will go to the West Coast organizations (known as COW).

D'Arcy and V&B/TBWA, both Chicago, handle UDIA accounts; Foote, Cone, Los Angeles, and McCann, San Francisco, handle CMAB accounts.

D'Arcy will handle the federa-

(Continued on Page 86)

Chains pull ads after tragedy

OAK BROOK, ILL.—Count McDonald's Corp. among the victims of last week's shooting spree at its San Ysidro, Cal., restaurant.

After the shootings that left 37 persons dead or wounded, McDonald's found its name linked with murder in headlines across the country.

Although expressing confidence that the tragedy would have no lasting effect on its business, McDonald's halted its network advertising and suggested to its operator groups that they delay local advertising. The moratorium would be in effect "for a few days," after which McDonald's would "take the temperature" and determine when it would be appropriate to resume advertising, a company spokesman said.

McDonald's said the chain will donate $1 million to the San Ysidro Family Survivors Fund.

The ad suspension interrupted advertising support for McDonald's Olympics-themed scratch-card game promotion (AA, July 16) but is expected to be lifted before the Summer Olympics themselves begin on July 28. McDonald's reportedly will spend $35 million on tv advertising during the 16-day event.

Jeff Campbell, chairman of Burger King Corp., Miami, phoned McDonald's headquarters to offer any help his company could provide. When later informed of McDonald's decision to halt advertising, Burger King decided that it should follow suit

(Continued on Page 86)

FRITZ GOES MARCHING IN
NEW YORK POST METRO
BIG MAC MASSACRE
21 DEAD

Headlines such as this one brought grim publicity to McDonald's, the leading fast-food chain.

Newspaper ad dollars up; so is competition

By WILLIAM GLOEDE

MAUI, HAWAII—Daily newspaper advertising and marketing directors, enjoying a banner year as ad revenues continue to surge, are turning their attention to something besides keeping their heads above water.

Newspapers are expecting to take in $23 billion in ad revenues in 1984, representing a 10% gain in national ad revenues, 12% in retail and 15% in classified. Over-all, the medium should post a 12.6% gain over '83, according to estimates from the Newspaper Advertising Bureau.

With the revenue picture looking bright, newspaper marketing executives meeting here last week for the summer conference of the International Newspapers Advertising & Marketing Executives (AA, July 19) were able to concern themselves with serving advertisers better and combating the onslaught of direct mail.

"Newspapers have made enormous efforts in the past decade, adapting to forces of change to remain the dominant advertising medium," said Craig Standen, NAB president. "But changes in our competitive environment are coming fast."

It used to be that newspapers considered tv their most formidable competitor. But the growth of direct mail—more specifically, "shared" mail—has forced newspapers to reevaluate their competitive strategy. Said Mr. Standen, "The threat of shared mail...concerns virtually every newspaper in the United States."

That reevaluation is causing dailies to examine how they set their advertising rates and is leading many to consider seriously what the chairman of one major newspaper advertising rep company calls "a leveling of our rates."

Joseph Lafferty, chairman of Branham Newspaper Sales, New York, said, "You can just feel the slight rumblings about [rate leveling] in the corridors.

Once that happens, then the conversations begin about how we're going to do it," he said.

The reason shared mail has been weaning preprinted inserts from daily newspapers is simple—it's less expensive, and offers advertisers blanket coverage of market areas as large as a city or as small as a neighborhood.

"We must maintain a concerted, industrywide effort to secure equitable postal rates for all," said Mr. Standen of the pricing issue. And on the issue of market coverage, "Individual newspapers can and must find ways to establish viable competitive alternatives to shared or direct mail in their markets."

The threat posed by shared mail was hammered home by A.E. Stine, Central region advertising director, K mart Corp., Troy, Mich. Mr. Stine is responsible for all advertising for K mart's 351 stores in Ohio, Indiana, Kentucky, the lower peninsula of Michigan and adjacent states.

Less than two years ago, newspapers carried most of K mart's preprints. And they welcomed the business, even though the circulars carried advertising that had previously run run-of-press and contributed to the size of newspapers' news holes.

Mr. Stine shifted almost all of K mart's Central region preprint distribution from newspapers to shared mail. The result: Newspapers in the Central region lost

(Continued on Page 88)

highlights

Monday, July 23, 1984

A familiar opponent of the alcoholic-beverage industry has gone to court asking that beverage marketers be required to list all ingredients on labels. *See Page 10.*

A combination of three major media companies appears to have muscled its way into the ranks of "major" movie studios, an exclusive club for four decades. *See Page 12.*

At age 70, George Allen has no intention of letting up. Although he has retired as senior vp at CBS Magazines, he is embarking on a consultant's career. *See Page 30.*

G. Heileman Brewing is continuing the use of comparative advertising in introducing its low-alcohol line extensions. *See Page 42.*

Metromedia Inc. knows it is behind in the new cellular radio market, so company officials, local partners and agencies are tight-lipped about plans to launch their mobile car telephone service in major cities. *See Page 64.*

Actor Paul Newman is adding popcorn to the list of food products carrying his name on the label. *See Page 78.*

CORPORATE CLOSEUP

In its native land of Bavaria, Loewenbrau is a regional beer. However, beer drinkers around the world likely would recognize the brand, thanks to the vagaries of international marketing. *See Page 4.*

INTERNATIONAL

Hong Kong advertising agencies are threatened by a massive "brain drain" of local Chinese talent when British rule over Hong Kong expires in 1997. *See Page 50.*

USA Today's move this month into the U.K., western Europe, Scandinavia, the Middle East and South Africa will have its greatest impact on the *International Herald-Tribune*, sources believe. *See Page 50.*

A.C. Nielsen Chile's plan to introduce cents-off coupons to Chilean consumers is running into trouble, due to opposition by the nation's supermarket union. *See Page 52.*

Spanish yachtsmen are turning to multinational advertisers to cover the rising costs of their adventures at sea, although international yacht racing traditionally has managed to survive without commercial support. *See Page 57.*

VIDEOTECH

Lifetime, the advertiser-supported cable network, is looking to overhaul its marketing and programing in light of poor ratings. *See Page 62.*

COMING THURSDAY

SPECIAL REPORT

Liquor marketers turn to brand identity and image to sell their products—a confusing process because the images some use in their advertising are the same.

Also in Thursday's edition:

Reportage: The bus-slotters one-day trek from New York to Atlantic City is not a cheerful sight.

Keith Reinhard tells of his experience as a judge at the International Advertising Film Festival in Cannes.

Robert Petersen has cultivated his personal interests into a giant publishing company.

REGULAR FEATURES

ADVERTISING MARKETPLACE	75	PRESSTIME	8
AGENCY PEOPLE	58	REGIONAL NEWS	70
BRADY'S BUNCH	66	VIDEOTECH UPDATE	60
CON-SID-ERATIONS	16	WASHINGTON BEAT	39
CORRECTIONS & CLARIFICATIONS	6	WORLD NEWS ROUNDUP	3
EDITORIAL	16		
FOR THE RECORD	83		
FORUM	18		
LETTERS	22		
MEDIA PEOPLE	56		
PHOTO REVIEW	40		

FIGURES TO FILE

AD PAGES IN JULY CONSUMER PUBLICATIONS 73

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ABP RED TAG ABC AAAA AFA

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Post office may zap Zip code

By PAUL L. EDWARDS

NEW YORK—In a move that could end Zip codes' role in demographic selection for direct marketing, the U.S. Postal Service has been asked to implement new technology that would eliminate the need for mailers to include Zip codes in addresses.

The congressional Office of Technology Assessment has proposed that USPS install optical-scanning equipment that would read the address on the envelope, consult a computer directory for the proper Zip code and then print the code on the envelope in bar-code form.

Since the codes then would be used strictly for internal distribution, it would not be necessary to make the codes available for other uses.

"We made the proposal because we do not see the use of Zip+4 approaching the rate that the Postal Service initially projected," said Fred Wood, OTA project director. Two years ago when it introduced Zip+4, USPS predicted that within five years, 90% of all business users would adopt the nine-digit Zip code to expedite the flow of mail and to take advantage of an addi-

(Continued on Page 88)

ad linage

Advertising pages for U.S., Canadian, and foreign consumer publications—*July*

	Current month 1984	Current month 1983	Year to date 1984	Year to date 1983
— Art & Antiques —				
American Artist	78.0	95.9	496.2	461.6
Antiques	94.0	93.8	912.4	899.7
Antique Monthly	25.7	21.6	218.6	198.5
Art in America (11X)	—	—	786.5	664.6
Plate World (6X)	82.0	101.0	282.0	338.0
Southwest Art	60.3	54.5	506.3	576.3
Total Group	**340.0**	**366.8**	**3,202.0**	**3,138.7**
% change		**- 7.3%**		**+ 2.0%**
— Auto/cycle/rec. vehicles —				
AutoWeek	156.7	123.9	950.4	961.2
Car & Driver	94.2	84.6	653.6	640.8
Car Collector & Car Classics	15.6	20.5	136.7	146.5
Car Craft	84.8	61.8	517.7	539.5
Cycle	31.5	49.5	351.4	502.1
Cycle World	39.9	48.0	419.7	441.4
Dune Buggies & Hot VWs	92.7	73.4	567.2	457.1
Family Motor Coaching	177.7	147.3	1,042.1	825.4
4 Wheel & Offroad	77.4	61.5	517.4	450.9
Four Wheeler	84.1	47.5	515.3	268.0
Hot Rod	75.9	72.2	436.8	423.3
Motorcyclist	33.1	33.0	280.9	316.9
Motor Trend	73.5	70.1	453.9	454.9
Motorhome	95.4	89.3	636.4	520.9
Pickup, Van & 4 WD	34.3	42.0	210.0	236.5
Road & Track	119.1	92.6	713.5	683.9
3 Wheeling	30.8	28.7	210.2	181.5
Trailer Life	128.4	118.6	908.0	762.6
Total Group	**1,445.1**	**1,264.5**	**9,521.2**	**3,813.4**
% change		**+14.3%**		**+ 8.0%**
— Boating & yachting —				
Boating	116.3	90.8	1,045.8	840.5
Chesapeake Bay	23.8	24.5	195.5	193.0
Cruising World	143.3	135.2	984.1	944.3
Lakeland Boating	53.0	42.7	411.1	348.4
Motor Boating & Sailing	120.9	108.5	1,180.2	1,008.6
Sail	101.0	90.0	971.9	817.2
Sea & Pacific Skipper	50.8	58.5	423.3	500.6
Small Boat Journal (6X)	—	—	139.8	126.1
Trailer Boats	22.8	18.5	271.3	184.6
Western Boatman (6X)	19.2	18.9	102.2	75.0
Yachting	143.7	129.7	1,222.1	1,068.8
Total Group	**794.8**	**674.6**	**6,947.3**	**6,107.1**
% change		**+17.8%**		**+13.8%**
— Canadian —				
L'Actualite	43.0	33.7	437.1	333.1
Chatelaine				
English Edition A	57.5	64.2	667.8	584.5
French Edition	42.7	53.9	554.5	525.4
City Woman (5X)	—	—	116.7	76.1
Equinox (6X)	28.5	28.8	156.3	149.3
Financial Post Magazine A	36.3	9.3	304.4	216.0
Flare A	37.9	—	344.8	—
Homemaker's Magazine	67.9	73.8	432.4	505.4
Madam Au Foyer	65.3	59.0	402.4	395.8
Macleans (52X) A	58.5	50.9	807.3	630.4
Montreal Calendar	24.3	23.8	302.3	152.1
Montreal Ce Mois C	26.5	29.0	315.5	192.7
Quest Magazine (8X) A	—	—	123.2	210.2
Reader's Digest				
Canadian-English A	95.2	77.0	513.9	468.3
Canadian-French A	74.9	63.4	448.5	421.8
Toronto Life	61.9	55.6	589.0	549.7
Vancouver	62.1	55.6	443.1	417.7
Total Group	**782.5**	**678.00**	**6,959.2**	**5,908.5**
% change		**+15.4%**		**+17.8%**
— Civic/fraternal —				
American Legion	18.0	18.5	174.3	198.4
Elks Magazine (10X)	—	—	140.2	157.5
Kiwanis Magazine	—	—	73.0	88.2
Lion (10X)	—	—	39.2	29.4
Moose Magazine	16.0	19.0	144.0	155.0
Rotarian	5.3	6.8	82.1	79.4
V.F.W. (10X)	—	—	191.5	196.5
Total Group	**39.3**	**44.3**	**844.3**	**904.4**
% change		**-11.3%**		**-6.6%**
— Comics —				
Archie Comic Group (6X)	—	—	30.0	30.0
DC Comics	5.5	9.0	54.5	56.5
Marvel Comics Group	8.5	10.0	66.0	70.0
Total Group	**14.0**	**19.0**	**150.5**	**156.5**
% change		**- 2.6%**		**- 3.9%**
— General —				
American Health (6X)	37.5	40.5	237.3	157.9
American West (6X)	17.8	25.5	90.7	108.2
The Atlantic A.	38.6	33.4	317.2	260.3
Audubon Magazine (6X)	18.9	30.0	104.4	143.4
Bon Appetit A.	68.7	52.2	553.1	507.1
Changing Times	34.3	37.8	304.6	282.3
Cuisine Magazine	34.3	32.2	340.1	237.9
Ebony	82.3	74.8	607.6	599.6
Fifty Plus	25.2	19.8	247.2	178.3
Food & Wine	29.6	23.8	244.2	232.7
Games	19.8	23.3	148.9	191.4
Geo	26.4	22.5	236.9	183.3
Gourmet	51.9	47.1	522.5	466.1
Home Entertainment (6X)	—	—	116.1	78.0
Harper's Magazine A.	19.0	16.6	165.9	113.4
Life	64.1	70.0	425.8	400.2
Modern Maturity (6X)	46.1	36.7	125.4	117.7
Money	111.1	81.5	859.3	755.0
Moneysworth (4X)	—	—	40.0	51.8
Mother Earth News (6X)	47.9	52.3	208.7	248.9
Mother Jones (10X)	12.1	13.7	97.2	89.3
National Geographic	24.2	15.8	174.5	168.0
Natural History	25.0	29.2	296.7	250.1
Prevention	64.9	70.9	488.1	531.3
Psychology Today	21.3	26.9	168.5	185.7
Reader's Digest A	65.4	70.2	585.1	561.5
Saturday Evening Post (9X)	33.0	42.2	182.8	202.7
Signature	39.0	43.8	388.1	376.8
Smithsonian	51.1	52.4	575.3	476.2
Success	31.5	33.1	236.5	236.3
Town & Country	83.9	74.3	907.6	839.6
Travel/Holiday	26.8	25.1	332.4	296.1
Travel & Leisure	74.4	68.9	772.5	620.1
Vanity Fair	14.1	25.3	148.6	321.3
Video	56.0	60.5	445.1	427.7
Video Review	50.2	61.7	337.0	440.1
Writers Digest	21.9	31.9	171.8	175.9
Yankee	54.5	63.8	535.9	559.1
Total Group	**1,522.8**	**1,529.7**	**12,779.6**	**12,071.3**
%change		**-0.4%**		**+5.9%**
— Home —				
Americana (6X)	25.1	30.3	144.6	132.1
Architectural Digest A	80.3	87.4	887.7	836.8
Better Homes & Gardens	98.6	87.2	797.4	724.0
Colonial Homes (6X)	51.1	45.5	257.6	233.8
Country Journal	22.9	23.9	231.4	258.7
Country Living	55.8	43.5	441.6	327.1
Dallas/Ft. Worth				
Home & Garden	71.1	65.4	496.4	457.9
Early American Life (6X)	—	—	90.6	74.2
Family Food Garden (6X)	—	—	153.0	227.2
Family Handyman (10X) A	76.7	71.8	479.8	422.5
Flower & Garden (6X)	—	—	129.9	131.8
Home	40.8	28.8	380.3	242.6
The Homeowner (6X)	—	—	125.6	77.3
House Beautiful	62.5	74.3	626.0	560.4
House & Garden	52.9	39.7	575.5	421.7
Houston Home/Garden	108.2	96.7	706.2	674.7
Metropolitan Home	40.9	40.7	468.5	384.4
New Shelter (9X)	48.1	46.3	283.8	275.4
1001 Home Ideas	32.9	21.2	259.7	206.0
Organic Gardening	45.3	51.3	482.0	526.8
Phoenix Home/Garden	48.5	36.0	382.8	307.3
San Diego Home/Garden	75.7	65.2	478.3	464.2
Southern Accents (6X)	69.8	—	284.1	151.1
Southern Living	116.9	112.5	952.5	889.6
Sunset Magazine A	124.4	118.2	993.8	965.1
Texas Homes	115.6	85.8	574.2	496.6
Workbench (6X)	43.2	51.9	235.3	245.3
Total Group	**1,507.3**	**1,323.6**	**11,918.6**	**10,714.6**
% change		**+13.9%**		**+11.2%**
— In-flight & other passenger —				
Aboard Group (7) (4X)	17.7	22.4	64.4	53.6
Alaskafest	58.5	60.5	337.4	307.8
American Way	99.1	85.8	710.5	620.4
East/West Network				
Amtrak Express	30.0	34.8	246.7	284.0
Continental	51.2	53.5	450.3	436.5
Eastern Review	101.8	74.8	817.9	689.4
Ozark	37.5	39.8	334.2	312.1
PSA Magazine	110.3	83.2	693.0	583.6
Pan Am Clipper	57.5	38.2	427.6	284.8
Republic Scene	50.7	49.7	429.9	370.5
United	112.0	74.0	781.5	631.3
USAir	47.5	57.2	436.7	411.8
Western's World	64.5	51.0	455.7	405.8
Halsey Publications				
Air Cal	47.2	45.5	331.7	259.8
Braniff	24.8	—	113.8	—
Delta Sky	59.5	60.5	533.6	438.2
Frontier	31.3	28.3	224.8	245.9
Northwest Orient	33.6	28.8	216.0	237.9
Skylite	20.2	19.3	137.7	118.6
TWA Ambassador	65.8	44.4	425.6	344.4
Hawaii	22.0	21.9	151.9	120.2
Pace (6X)	59.8	35.7	466.2	167.8
Southwest Airlines	86.1	88.5	637.6	686.9
Spirit of Aloha	22.8	17.8	154.8	107.7
Total Group	**1,311.4**	**1,115.6**	**9,579.5**	**8,119.0**
% change		**+17.5%**		**+18.0%**
— Men's —				
Esquire	77.1	50.0	644.9	622.0
Firehouse Magazine D.	30.0	36.1	380.1	365.7
Gentlemen's Quarterly A.	64.6	52.3	881.8	634.1
Penthouse A.	50.6	62.8	340.4	406.8
Playboy A.	59.5	88.1	498.2	586.1
Total Group	**281.8**	**289.3**	**2,745.4**	**2,614.7**
% change		**- 2.6%**		**+ 5.0%**
— Metropolitan —				
Aloha (6X)	37.2	24.0	116.2	100.0
Atlanta	51.2	39.4	383.9	438.0
Baltimore	45.2	53.7	403.6	393.2
Boston	131.1	129.8	923.4	864.7
California	52.6	53.2	414.7	410.5
California Living	45.4	52.5	324.4	313.8
Charlotte (10X)	20.3	18.3	97.6	130.1
Chicago	113.8	84.6	886.8	903.0
Chicago's North Shore	69.3	83.8	568.0	546.4
Cincinnati	42.9	43.3	341.2	358.4
Cleveland	75.7	72.6	506.9	479.7
Coast (38X)	410.7	441.5	1,875.2	1,794.6
Columbus Monthly	73.0	87.7	446.0	444.5
Commonwealth	23.6	51.0	266.6	239.3
Connecticut	60.6	57.9	546.5	494.9
Country Magazine	32.3	33.5	271.0	194.2
D/Magazine, Dallas/Ft. Worth	113.1	111.4	828.2	746.0
Denver	28.5	29.7	196.4	220.5
Exclusively Yours,				
Wisconsin (15X)	45.9	54.0	447.0	446.4
Grand Rapids	55.7	58.2	369.3	325.6
Gulfshore Life (10X)	—	—	476.3	373.0
Honolulu	51.1	54.6	403.6	486.7
Houston City	79.0	83.3	563.3	462.2
Indianapolis	30.0	27	306.1	272.5
Kansas City	28.9	28.5	221.6	204.7
Los Angeles	186.5	161.0	1,318.0	1,207.5
Louisiana Life (6X)	77.0	70.2	296.8	266.1
Madison	44.0	30.0	320.0	241.0
Metropolitan Detroit	61.4	—	331.9	—
Miami/South Florida	63.2	71.4	633.1	598.8
Milwaukee	47.8	20.9	270.1	93.1
Minneapolis/St. Paul	87.0	65.4	627.8	503.8
Monthly Detroit	36.5	35.9	425.8	392.5
Nashville	48.0	45.0	302.0	338.0
New Jersey Monthly	45.1	37.3	365.3	344.8
New Mexico	44.3	30.5	234.5	145.4
Ohio	46.3	43.6	396.7	309.1
Orlando	94.0	83.8	594.5	516.6
Palm Beach Life	25.5	28.3	538.6	503.4
Palm Springs Life	37.7	40.5	791.4	757.1
Philadelphia	109.5	114.0	847.6	826.4
Phoenix	80.3	49.7	572.8	486.2
Pittsburgh	42.5	33.4	420.2	393.6
St. Louis	62.0	57.0	407.0	372.0
San Diego	139.5	115.6	1,005.2	913.6
San Francisco	82.7	46.2	474.2	399.8
San Francisco Focus	59.2	33.5	388.5	298.0
Shenandoah/Va.				
Town&Country (6X)	46.0	38.6	188.5	139.5
Tampa Bay	63.9	38.5	336.6	93.9
Texas Monthly	95.6	89.3	858.9	765.9
Twin Cities	53.8	44.5	449.6	342.2
Ultra Magazine	97.2	43.8	544.1	400.3
Washington Dossier	31.3	26.5	326.5	296.8
The Washingtonian	129.0	111.0	973.5	920.2
Total Group	**3,753.9**	**3,399.6**	**27,423.5**	**24,548.2**
% change		**+10.4%**		**+11.7%**
— Movie/romance/radio/tv —				
Macfadden's Women's Group				
Modern Romances	21.5	24.1	149.4	159.3
Secrets	21.5	24.1	149.4	159.3
True Confessions	21.5	24.1	149.4	159.3
True Experience	21.5	24.1	149.4	159.3
True Love	21.5	24.1	149.4	159.3
True Romance	21.5	24.1	149.4	159.3
Sterling Women's Group				
Daytime TV	29.5	29.2	194.5	212.3
Modern Screen	—	23.2	61.5	151.7
Movie Mirror (6X)	—	—	61.5	90.7
Soap Opera Stars	—	23.3	73.0	171.0
TV Movie Screen	—	29.2	10.0	126.6
TV Picture Life	—	—	82.0	29.3
Teen Bag (6X)	6.0	—	37.0	19.3
Total Group	**164.5**	**249.5**	**1,413.9**	**1,758.6**
% change		**-34.1%**		**-19.4%**
— Music/entertainment —				
American Film (10X)	26.3	25.9	167.1	176.9
Audio	55.9	55.9	422.2	342.1
Circus Magazine	28.9	31.1	242.1	190.7
Dance Magazine	43.8	46.7	454.7	451.5
Musician	68.3	66.2	433.1	448.2
Playbill	42.7	40.1	403.8	350.4
Record	19.8	13.7	156.9	61.3
Stereo Review	36.7	44.3	387.3	335.6
Total Group	**322.4**	**326.9**	**2,587.2**	**2,361.7**
%change		**-1.4%**		**+9.5%**
— Newspaper, Sun. magazines —				
Family Weekly A.	64.3	59.8	415.9	314.8
Parade	45.3	66.0	368.5	466.7
Total Group	**109.6**	**125.8**	**784.2**	**981.5**
% change		**-12.9%**		**-20.1%**
— Outdoor & sport —				
Alaska	41.1	36.2	292.9	281.5
The American				
Handgunner (6X)	35.0	39.5	154.6	154.7
American Hunter	19.5	14.6	114.5	111.5
American Rifleman	21.2	24.8	176.8	176.8
Backpacker (6X)	49.2	45.9	172.8	204.7
Bass Master (8X) A.	35.6	36.9	34[illegible]	338.5
Bicycling (9X)	112.8	106.5	6[illegible].3	640.0
Field & Stream	84.9	51.4	625.6	668.0
Fins & Feathers A.	25.9	33.8	343.7	309.4
Fishing World (6X)	23.8	22.2	190.9	190.8
Florida Sportsman	61.5	48.2	649.2	514.4
Flying	45.3	40.1	299.9	284.9
Fur-Fish-Game	19.8	17.0	152.0	143.4
Golf Digest	72.6	80.6	698.4	661.6
Golf Magazine	36.6	39.7	603.4	535.6

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. July figures include annual buyers guide. E. July, '84 figures include two issues, July '83 figures include one issue. F. July, '84 figures include two issues, July, '83 figures include three issues. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

(Continued on Page 74)

ad linage

(Continued from Page 73)

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
Guns	28.4	26.5	192.0	184.5
Guns & Ammo	93.4	49.2	337.5	332.5
Muscle & Fitness	112.0	101.0	753.0	718.0
Outdoor Life	52.5	46.6	569.8	539.9
Outside Magazine	41.2	53.0	264.4	271.5
Petersen's Hunting	88.4	29.6	276.0	226.2
The Runner	41.2	40.7	303.9	269.0
Runner's World (13X)	63.9	44.5	341.8	328.0
Salt Water Sportsman	48.0	46.4	545.3	430.1
Shooting Times	37.4	32.9	246.6	231.7
Ski (7X) A	—	—	249.2	209.7
Skiing (7X)	—	—	215.3	209.5
Skin Diver	78.9	80.7	567.8	536.8
Southern Outdoors (8X)	33.2	35.7	233.1	246.4
Sport	39.3	38.1	314.8	271.4
Sports Afield	58.2	54.6	615.2	597.3
Tennis	108.0	96.1	597.7	554.5
Western Outdoors (10X)	—	—	270.2	191.7
World Tennis	66.6	56.7	320.5	342.8
Total Group	**1,675.4**	**1,469.7**	**12,441.5**	**11,907.3**
% change		**+14.0%**		**+4.5%**

—— Photography ——

American Photographer	40.5	42.4	290.4	344.4
Petersen's Photographic	29.2	35.4	228.3	230.8
Popular Photography	97.8	107.3	671.0	799.1
Total Group	**167.5**	**185.1**	**1,189.7**	**1,374.3**
% change		**-9.5%**		**-13.4%**

—— Religious ——

BBI Jewish Monthly (10X)	—	—	149.7	134.2
Christian Herald	27.0	31.1	194.4	196.8
Christian Life	30.5	27.1	189.7	184.6
Christianity Today	32.8	27.7	403.8	391.0
Inside (4X)	—	—	152.5	134.7
Moody Monthly	37.2	37.7	349.0	346.3
Today's Christian Woman (6X)	24.0	73.7	144.0	73.7
Total Group	**151.5**	**197.3**	**1,583.1**	**1,461.3**
% change		**-23.2%**		**+8.3%**

—— Science/electronic/mechanic ——

Compute	52.7	133.1	577.9	937.8
Computers & Electronics	36.3	58.4	318.6	430.0
Creative Computing	102.3	170.4	877.0	1,267.8
Discover	27.0	28.7	257.6	298.3
Family Computing	38.2	—	393.1	—
Mechanix Illustrated	53.7	45.2	495.2	471.1
Omni	62.1	52.8	424.3	410.9
Natural History	25.0	29.2	296.7	250.1
Personal Computing	124.5	210.7	1,076.5	1,357.9
Popular Mechanics	67.1	74.9	670.3	682.3
Popular Science	45.1	63.7	587.9	583.7
Science Digest	25.8	37.1	203.6	228.3
Science 84 (10X)	33.4	43.8	204.1	230.7
Scientific American	43.0	34.8	438.3	338.8
Spectrum	81.5	69.1	686.8	545.0
Total Group	**817.7**	**1,051.9**	**7,507.9**	**8,032.7**
% change		**-22.3%**		**-6.5%**

—— Women/fashion/service ——

Bride's Magazine (6X) A	440.0	378.0	1,447.5	1,369.2
Cosmopolitan A	164.5	166.2	1,427.3	1,322.3
Essence	77.2	82.7	570.0	556.4
Family Circle A, E	171.6	121.9	999.9	979.4
Glamour	111.6	99.5	1,144.7	1,028.8
Good Housekeeping A	120.9	141.0	1,074.4	1,099.5
Handmade (6X)	23.0	—	90.3	56.7
Harper's Bazaar	75.0	55.5	884.3	748.7
Health	33.0	24.4	252.5	227.9
Ladies' Home Journal	91.5	101.4	701.8	633.5
Ladycom	42.3	30.4	262.9	227.9
Lady's Circle	5.5	6.5	49.9	58.7
Mademoiselle	91.5	81.9	897.4	809.9
McCall's	84.5	81.6	614.8	570.1
Modern Bride (6X)	395.5	378.4	1,238.7	1,160.2
Ms	49.9	40.6	351.3	290.8
New Woman	42.8	42.6	340.4	322.1
Parents Magazine A	58.8	71.7	496.1	507.9
Playgirl	39.0	36.7	275.6	311.1
Redbook	87.1	84.1	625.0	564.1
Self	73.4	56.4	649.2	492.1
Seventeen	68.8	65.6	777.0	643.3
Shape	58.0	54.0	394.0	347.0
Soap Opera Digest	39.6	26.8	203.8	172.4
'Teen Magazine	42.2	38.4	342.7	321.8
True Story A	51.7	55.0	393.7	395.8
Vogue	142.9	123.2	1,570.0	1,351.1
W Magazine F	53.9	53.2	661.1	555.3
Weight Watchers	25.0	23.2	204.3	184.8
Woman's Day A	83.5	88.2	793.4	811.4
The Workbasket (10X)	—	—	222.2	226.4
Working Mother	68.1	60.6	480.6	438.1
Working Woman	69.7	58.7	661.0	581.3
Total Group	**2,982.0**	**2,728.4**	**21,097.8**	**19,366.0**
% change		**+9.3%**		**+8.9%**

—— Youth ——

Boys' Life	16.5	18.2	121.2	149.1
Campus Life	28.6	26.0	252.7	242.3
Total Group	**43.1**	**44.2**	**373.9**	**391.4**
% change		**-2.0%**		**-4.4%**

June

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983

—— Business ——

Atlanta Bus. Chronicle (52X)	38.3	30.4	285.1	195.5
Barron's (52X)	160.6	179.8	1,179.6	1,202.2
Black Enterprise	182.4	173.0	416.5	396.1
Boston Business Journal	104.8	62.6	548.6	377.5
Business Week (52X) A	383.7	381.0	2,327.8	2,152.7
California Business	76.7	75.3	535.1	408.9
Capital District Bus. Review	35.5	35.8	274.1	213.6
Corporate Report/Kansas City	67.3	47.1	384.2	274.6
Corporate Report/Minnesota	76.2	90.3	513.3	490.2
Crain's Chicago Bus. (52X)	113.1	113.2	795.3	710.7
Crain's Cleveland Bus.	56.1	48.7	375.1	296.3
Dallas/Ft. Worth Bus. (52X)	47.5	32.5	245.1	198.7
Dun's Business Month	76.1	72.3	406.9	374.9
Financial World (24X)	37.6	25.2	196.0	236.2
Florida Trend	68.1	80.7	531.6	438.4
Forbes (28X)	249.7	208.4	1,720.6	1,441.9
Fortune (26X)	207.4	239.4	1,622.3	1,416.8
Frequent Flyer	48.1	45.5	341.3	292.3
Futures Magazine	46.0	44.0	340.0	338.0
Hawaii Business	46.9	55.1	283.7	282.2
High Technology D	23.4	21.0	222.6	192.3
Houston Bus. Journal (52X)	147.4	149.1	866.0	896.3
Income Opportunities (10X)	46.0	44.6	276.2	251.1
Indianapolis Business Journal	118.0	74.1	642.2	510.7
Industry Week (26X) A	107.8	129.8	667.0	574.6
Minnesota Business Journal	50.5	36.9	311.5	238.4
Nation's Business A	21.3	21.4	141.6	166.9
New England Bus. (20X) B	94.3	95.3	443.3	395.3
New Orleans Citibusiness	97.4	90.2	698.7	690.8
Pacific Business News (52X)	105.7	90.7	623.1	575.2
Philadelphia Bus. Journal	96.6	57.1	631.3	335.4
Pittsburgh Bus. Times (52X)	47.6	39.3	299.5	286.1
Savvy	34.7	33.5	257.7	244.8
St. Louis Business Journal	168.4	105.1	810.8	629.0
Texas Business	71.2	68.4	380.8	315.6
Venture	98.6	57.1	482.0	328.8
Total Group	**3,781.8**	**3,375.9**	**20,745.7**	**18,066.4**
% change		**+12.0%**		**+14.8%**

—— Newspaper Sunday magazines* ——

Arizona Republic	50.0	56.5	394.6	410.9
Boston Globe	187.7	151.4	1,194.6	1,032.7
Chicago Tribune	64.5	69.1	419.7	499.8
Cincinnati Enquirer	74.1	61.4	446.8	428.3
Cleveland Plain Dealer	52.6	90.0	361.2	495.8
Columbus Dispatch	41.9	42.8	278.0	264.4
Denver Post	77.2	96.5	449.4	600.4
Detroit News	89.6	89.6	544.0	559.0
L.A. Times Home Magazine	106.8	95.0	628.4	491.2
Louisville Courier-Journal	57.3	64.1	423.0	510.9
Miami Herald	48.7	51.4	308.6	329.5
New York News	15.0	69.5	216.0	364.1
New York Times Magazine	268.5	219.0	2,178.0	1,882.0
Philadelphia Inquirer	48.8	48.2	348.9	370.1
Toledo Blade Magazine	47.0	41.2	286.0	283.7
Washington Post	88.5	97.7	665.8	638.1
Total Group	**1,318.2**	**1,343.4**	**9,143.0**	**9,161.0**
% change		**-1.9%**		**-0.2%**

—— Weeklies/bi-weeklies ——

The Advocate (25X)	95.3	108.6	584.1	531.2
Army Times Military Group				
Air Force Times (52X)	141.6	142.7	878.5	860.4
Army Times (52X)	128.5	143.5	834.4	837.0
Navy Times (52X)	148.0	160.5	945.6	965.9
The Times Magazine	16.7	21.8	103.4	97.0
The Blood-Horse (52X)	340.3	359.2	2,826.7	2,681.8
Capper's Weekly (26X)	17.4	18.1	162.2	163.8
Commonweal (22X)	2.6	5.1	43.1	44.7
Golf World (43X)	104.5	87.0	515.6	513.6
Grit (52X) A	15.3	17.0	143.3	160.1
National Journal	20.0	29.0	166.6	154.0
National Review	32.6	31.2	165.6	187.2
New Republic (48X)	34.2	32.1	183.4	191.3
New Yorker (52X)	225.6	229.9	1,700.1	1,673.0
Newsweek (52X) A	213.1	218.0	1,367.7	1,327.3
People (52X)	330.7	252.4	1,813.6	1,598.1
Rolling Stone (25X)	86.3	90.6	493.2	505.0
Sporting News (52X)	33.5	52.9	282.1	336.1
Sports Illustrated (52X) A	195.5	239.7	1,284.2	1,356.8
Time (52X) A	201.7	188.0	1,307.3	1,304.6
Travelhost (52X) C	—	—	—	—
TV Guide (52X) A	233.9	203.9	1,818.6	1,799.6
Us Magazine (26X)	30.2	38.4	436.0	511.2
U.S. News & World Report (52X) A	144.3	137.9	808.7	887.4
Total Group	**2,791.8**	**2,807.5**	**18,864.0**	**18,687.1**
% change		**-0.6%**		**+0.9%**

—— Foreign ——

Good Housekeeping Foreign Editions				
Australia	31.4	31.0	180.1	205.3
Japan	77.0	63.0	400.1	318.6
Great Britain	149.9	146.1	697.8	642.8
Buenhogar				
Central America	3.0	2.0	7.5	11.0
Chile	2.0	2.0	4.0	7.0
Colombia	38.7	42.7	147.3	216.5
Dominican Republic	3.5	12.3	32.5	73.7
Ecuador	12.0	14.0	68.5	49.3
Mexico	37.0	24.7	194.3	254.3
Peru	21.0	34.7	89.5	109.7
Puerto Rico	14.0	23.5	88.5	82.8
U.S.	8.7	17.5	60.2	51.5
Venezuela	33.7	26.0	119.3	128.5
Geomundo				
Central America	8.5	4.0	30.3	26.0
Chile	7.5	4.0	28.3	29.0
Colombia	13.5	14.0	46.5	59.0
Ecuador	5.0	4.0	19.0	24.0
Mexico	10.0	6.0	38.8	38.5
Peru	6.5	7.0	28.3	33.0
Puerto Rico	2.5	2.0	16.3	21.0
Venezuela	12.5	9.0	57.8	64.7
Hombre De Mundo				
Central America	5.0	8.0	28.0	34.3
Chile	4.0	8.0	31.0	33.0
Colombia	11.0	16.5	46.0	56.5
Ecuador	1.0	8.0	23.0	33.0
Mexico	17.5	17.3	65.0	65.8
Peru	3.0	10.0	25.0	27.0
Puerto Rico	7.0	9.5	38.0	31.8
Venezuela	20.5	14.5	81.0	91.3
Ideas Para Su Hogar				
Central America	—	—	1.5	2.0
Colombia	25.5	32.8	85.5	138.3
Ecuador	10.0	4.0	31.5	14.0
Mexico	11.3	6.3	45.3	90.8
Peru	8.0	10.5	32.0	25.5
Puerto Rico	0.5	1.0	3.5	6.0
Venezuela	26.5	15.0	82.7	76.0
Mecanica Popular				
Argentina	6.8	6.8	35.7	42.5
Central America	15.0	13.5	79.2	75.5
Chile	7.8	6.7	36.0	37.7
Colombia	20.0	19.7	80.0	105.3
Mexico	14.8	8.3	64.5	56.5
Peru	22.7	24.5	100.0	108.0
Puerto Rico	15.7	17.0	87.3	88.8
Venezuela	19.7	17.5	91.0	128.7
The Ping en Espanol				
U.S.	3.0	5.3	18.3	17.7
Venezuela	1.0	1.0	7.0	4.0
Vanidades Continental				
Central America	10.5	8.2	39.3	41.3
Chile	5.0	3.0	11.0	24.5
Colombia	65.7	74.0	301.0	341.5
Dominican Republic	6.7	13.0	48.2	112.0
Ecuador	21.2	13.2	101.5	63.3
Mexico	86.0	65.8	435.2	536.7
Peru	26.0	25.7	118.2	135.2
Puerto Rico	35.3	30.0	225.3	227.7
U.S.	37.0	42.8	243.0	272.7
Venezuela	44.3	36.2	221.8	290.7
Business Week Int'l.	124.8	163.7	731.6	834.1
Cosmopolitan Foreign Editions				
Australia	52.9	48.4	319.5	344.8
Brazil	37.4	53.5	196.4	250.0
France	158.5	103.0	892.7	561.0
Germany	95.5	68.0	548.5	343.0
Great Britain	140.0	141.3	645.3	608.8
Greece	70.0	80.0	341.0	319.0
Holland	70.0	50.0	307.0	270.0
Italy	52.0	78.2	311.7	352.8
Japan	37.3	44.3	180.0	232.2
Cosmopolitan en Espanol				
Central America	3.0	1.3	7.0	13.5
Colombia	18.2	15.5	55.2	75.8
Ecuador	1.0	1.3	3.0	6.7
Mexico	46.3	40.3	236.5	300.7
Peru	5.0	6.7	12.0	42.0
Puerto Rico	29.8	23.2	174.7	128.3
U.S. (Spanish language)	18.2	19.7	105.7	91.0
Venezuela	23.5	11.5	90.5	81.8
International Communications				
African Business	23.8	27.2	167.5	170.3
New African	22.0	22.3	103.6	139.2
The Middle East	17.3	31.6	121.1	167.6
International Management				
Africa	9.5	14.7	70.5	86.8
Europe	44.0	46.8	225.3	246.3
Latin America	9.5	10.7	45.8	79.7
Middle East	12.0	31.0	69.8	117.0
Pacific	11.5	18.3	73.3	95.5
Johnston International				
Alam Attjarat	78.8	78.1	329.8	346.7
Ejecutivo	12.3	16.6	22.8	37.0
Modern Africa	27.8	29.3	60.5	67.1
Modern Asia	27.3	39.8	146.8	186.3
Newsweek International A				
Atlantic	80.4	102.2	505.5	529.2
Latin America	12.9	19.0	135.4	160.0
Pacific	66.3	71.2	383.6	391.9
Progreso (9X)	6.8	12.5	24.9	45.5
Reader's Digest				
Arabic	11.0	13.0	57.0	55.0
Asian	264.5	284.0	1,016.0	1,150.5
Australian	68.8	72.3	430.0	356.2
Belgian-Flemish	109.0	141.5	388.5	545.0
Belgian-French	64.0	105.5	283.5	422.0
British	59.2	74.7	310.9	373.9
Chinese B	107.0	107.0	559.0	436.8
Danish	34.3	48.8	225.7	249.4
Dutch	41.5	58.3	238.5	207.4
Finnish	23.5	100.5	208.5	353.0
French	79.3	78.8	252.1	363.4
German	90.6	89.8	456.5	449.7
Greek	17.0	—	56.5	—
Iberian	19.5	20.0	96.0	93.5
Indian-English	84.0	70.0	465.5	382.0
Indian-Hindi	6.5	4.0	23.5	16.5
Italian	40.0	71.0	250.5	309.0
Japanese	43.8	55.4	234.6	292.1
Korean	25.0	20.5	133.0	99.4
Latin American				
Argentina	15.5	19.5	90.5	62.0
Brazil	4.0	9.0	11.0	53.0
Central American	7.5	16.0	38.5	62.5
Chile	9.5	14.0	64.0	60.5
Colombia	28.5	60.5	117.5	180.0
Ecuador	5.0	13.0	42.5	50.0
Mexico	48.4	41.3	216.4	256.7
Peru	6.0	12.0	45.0	48.5
Puerto Rico	5.0	8.50	34.0	31.5
U.P.B.	5.5	12.0	38.0	54.0
U.S. Spanish	12.5	18.5	48.0	75.5
Venezuela	12.5	18.0	56.0	75.0
New Zealand	93.5	95.5	354.0	462.5
Norwegian	43.0	53.3	223.6	237.1
Portugal	44.0	44.5	200.3	231.0
South African	125.5	106.5	499.8	475.0
Swedish	10.0	17.0	84.0	130.5
Swiss-French	31.0	35.0	172.9	193.7
Swiss-German	49.0	44.0	225.4	244.2
Time International				
Time-Asia	82.4	92.4	504.3	534.6
Time-Atlantic	104.3	109.2	597.8	558.8
Time-Canada	161.8	118.4	1,056.0	857.1
Time-Latin America	48.9	42.7	245.2	253.6
Time-South Pacific	126.4	133.4	602.4	684.5
Visao	157.8	146.0	838.6	841.9
Vision/Latin America (26X)	33.4	37.8	152.1	160.6
Total Group	**5,044.9**	**5,365.9**	**25,323.5**	**26,695.8**
% change		**-6.0%**		**-5.1%**